



Engineer Noman A.

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Search Engine Optimization (SEO)

Link Building

HTML

Client: Glenn Brien

Website: www.surepaint.com.au

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SEO AUDIT REPORT

Read Me

Hi Glenn Brien,

This document gives you an overview of the whole website. To see the details of any errors mentioned herein, you need to consider the excel spread sheet accompanying this document. For any assistance, contact me any time.

Engineer Noman Arif,
UpWork SEO Consultant.



An Overview

SEO Factors Checked: 89

Problems Discovered: 35

Final SEO Score: 35 out of 89

Result: 39 %

Onsite SEO Factor ↓	Results I Found ↓	Recommendations ↓
	Meta Titles Analysis	
All pages have SEO friendly titles?	NO. 4 Pages don't.	Titles need to be re-written so That we can upgrade our site's SEO to the next level.
Titles length less than 60 letters?	NO	
Do titles make sense?	Fine.	
Grammatical errors?	Fine.	
Spelling errors?	Fine.	
Titles helpful to customers?	Fine.	
Titles contain targeted search term?	No	
Duplicate titles present?	YES	
	Meta Descriptions Analysis	
All pages have SEO friendly descriptions?	NO. 15 pages don't	Descp. need to be re-written so That we can upgrade our site's SEO to the next level.
Description length less than 140 letters?	OK.	
Do descriptions make sense?	Descriptions use repeated terms. That looks spam	
Grammatical errors?	YES	
Spelling errors?	NO	
Descriptions helpful to customers?	NO	
Descrip. contain targeted search term?	SOMEWHAT	
Strong Calls to Action available?	NO	
Duplicate descriptions present?	YES. 12 PAGES	
	Meta Keywords Analysis	
All pages have keywords defined?	No.	Need to find and write keywords Inside meta tags.
3 to 5 keywords per page?	NO	

	Headings (h1) Analysis	
All pages have SEO friendly h1?	NO	Need to write proper h1's
H1 length less than 65 letters?	NO	
Do headings make sense?	NO	
Grammatical errors?	-	
Spelling errors?	-	
Headings helpful to customers?	-	
h1 contain targeted search term?	NO	
Duplicate headings present?	YES	
h1 duplicate with titles?	NO	
	SEO Friendly URLs	
Optimal length	OK	
Keywords present inside urls?	OK	
URLs readability?	OK	
URL canonicalization?	OK	
Duplicate URLs?	YES	
URLs Errors?	404 not found	Need to re-direct them.
http or https setup properly?	OK	
SEO friendly URL structure	OK	
Breadcrumbs available?	NO	Need to set them up
	Image Analysis	
ALT text defined for each image?	NO	Need to write them.
Do all Images have optimal size?	NO	Need to re size them

SEO friendly Logo file name?	NO	Need to re write
Does Logo contain company name?	No	Need to include official name
Index or Crawl Analysis		
Home page indexed?	YES	
Home page at the top?	YES	
Total no. of Indexed pages?	64 – OK	
Noindex check?	OK	
NoFollow check?	OK	
Robots.txt file?	Found. Click n View.	OK
XML Sitemap?	Found. Click n View	OK
Website Speed Analysis		
Loading time?	6.8 seconds.	Need login details to fix this.
Page Speed Score?	76%	-: Same as above :-
Google Website Speed Score?	73%	-: Same as above :-
YSlow grade?	82%	-: Same as above :-
Optimal page size?	yes	No action required.
Scaled Images?	NO	-: Same as above :-
JavaScripts minified?	NO	-: Same as above :-
Bad Request avoided?	NO	-: Same as above :-
Defer parsing of JavaScripts?	NO	-: Same as above :-
Minify HTML?	NO	-: Same as above :-
Minify CSS?	YES	No action required.
Gzip compression enabled?	YES	No action required.

Combine Images using CSS sprites?	YES	No action required.
Avoid a character set in a meta tag?	YES	No action required.
External Links Analysis		
No of external links on homepage?	10 – OK	
No. of external links on other pages?	Less than 100. OK	
Local SEO Analysis		
Business address in NAP format?	NO	Need to re write
Google My Business page setup?	No	Need to register with it
Google Plus profile setup?	No	Need to setup
Business details inside schema?	No	
Local Citations?	No	Need to submit site to at least 50 local business high profile directories
Webmaster Tools Analysis		
Google webmaster tools setup?	No.	Need to register your site
Google Analytics setup?	No.	
Duplicate Analysis		
Duplicate Content Found?	No	OK.
WordPress Security Check		
Latest WP version installed?	Need login access to check	
Automatic updates on?	Need login access to check	
All plugins up to date?	Need login access to check	
Plugin installed to defend attacks?	Need login access to check	
SSL Certificate?	Not found.	Need to purchase it.

Any account with name “admin”?	Need login access to check	
All folders have appropriate permissions?	Need login access to check	
wp-config.php file protected?	Need login access to check	
A secure .htaccess file?	Need login access to check	
File editing from dashboard disabled?	Need login access to check	
2 Step factor authentication enabled?	Need login access to check	
Website’s backup exists?	Need login access to check	
	Backlinks Analysis	
Unique domains linking to this site?	15	After fixing onsite SEO, we must start a link building campaign so as to acquire as many quality backlinks as possible.
Total links from these 15 domains?	97	
Do follow links	9	
No follow links	88	
Social profiles badges at website?	No.	Need to place them at website.
	Mobile Website Analysis	
Site completely loaded in a mobile?	No	Site loaded partially. Need to fix this issue asap.